



# A BID for Renewal

Melrose Avenue Business Improvement District  
2019-2029 Proposal





January 30, 2018

**Melrose BID  
Board of Directors:**

Fellow Melrose Property Owner:

**Deny Weintraub  
President**

We are writing to introduce our proposal for renewing the Melrose Business Improvement District that is presented in this booklet. It was developed based upon the tremendous success we have achieved with Melrose BID operations in its first five (5) year term. As we look around our street much has been done to revitalize our business interests. The street is full of customers! Just look around!

**Silvia Weintraub  
Corporate Secretary**

**Julian Chicha  
Treasurer**

**Pierson Blaetz  
Greenway Arts Alliance/  
Melrose Trading Post**

At the same time, many improvements have not yet been completed. And many more improvements still need to be initiated. Consequently this letter and our renewal proposal: we need the Melrose BID to be renewed beginning January 1, 2019! As reflected in this booklet, City Councilmember Paul Koretz and LAPD Wilshire Division Commanding Officer Anthony Oddo agree and join us in urging BID renewal.

**Isack Fadlon  
Sportie LA**

**Daniel Farasat  
Tiger West Capital**

**Fred Rosenthal  
Ametron Audio/Visual**

The Melrose BID is successful because it can accomplish things that individual property owners acting on their own cannot. Look at the list included in this booklet: "Top 12 Things the Melrose BID Can Accomplish..." at page 3.

**Donald R. Duckworth  
Executive Director**

The proposed BID budget for 2019 is shown at page 4. By overwhelming demand of business and property owners, it has been expanded to provide 7-day Security Ambassador coverage instead of the 5-day coverage currently provided. Customers demand that Melrose be perceived as being safe and this adjustment will help accommodate that need as well as providing homeless services coordination every day of the week. Statistics for the Security Ambassador's first 18 months of operations are shown at page 5.

**1934 Wilson Avenue,  
Arcadia, CA 91006  
323.525.0840**

Melrose is also clean and attractive. Over 7 tons of trash and debris is taken to the landfill every month in 2017 by Melrose BID's vendor Clean Street as shown on page 5. All of this waste would be left on our streets and sidewalks if not for the BID, which would drive customers to more attractive competing shopping districts.

**www.melroseavela.com  
FB: Melrose Ave L.A.  
Tw: @melroseavela  
Inst: @melroseavela**



## Introduction to Melrose BID Renewal

Page 2

January 30, 2018

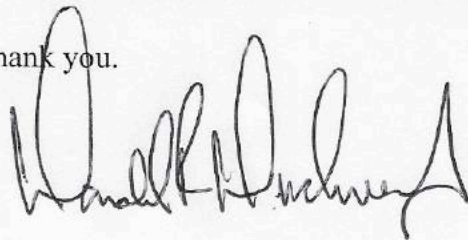
Melrose BID conducts an active social media and website program to attract customers: 8,105 Facebook "likes;" 8,266 Instagram "followers;" and, 33,000 Twitter "followers." By design, our professional staff have focused these digital resources upon the essential demographics of Melrose BID customers. We believe that this explains the observed increase in customer foot traffic on Melrose today.

The Melrose BID was successful in obtaining an MTA grant of almost \$4 Million to install pedestrian oriented improvements to attract customers. The funding should begin to flow in 2019 and increase in succeeding years. The Melrose BID's financial and maintenance commitments are required to secure this grant. The BID's expertise and advocacy will be required to ensure that these funds are spent in a manner that most benefits our business and property owners. A very desirable outcome would be that these funds might help attract other grant funds, such as Mobility 2035 or Vision Zero funds.

More detailed lists of specific Melrose BID Accomplishments for 2015, 2016, and 2017 are included in the booklet. Also included is a detailed Property Information and Assessment database.

Our Melrose Business Improvement District Board members and Executive Director look forward to speaking with each of you personally in the coming months about this information. Your Petition and vote is needed to renew the Melrose BID as lock-in the revitalization benefits that have been realized to date. Let our Executive Director Donald Duckworth know as we may assist in any way at [duckworth.donald@gmail.com](mailto:duckworth.donald@gmail.com).

Thank you.

A handwritten signature in black ink, appearing to read "Donald Duckworth". The signature is fluid and cursive, with a large initial "D" and "D".

Committees:

Chair

Personnel & Animal Welfare

Vice Chair

Energy, Climate Change &  
Environmental Justice  
Ad Hoc Committee on Police  
Reform

Member

Budget and Finance  
Transportation

Website: <http://cd5.lacity.org>

Email: [Paul.Koretz@lacity.org](mailto:Paul.Koretz@lacity.org)



**PAUL KORETZ**  
Councilmember, Fifth District

**City Hall Office:**  
200 N. Spring Street  
Room 440  
Los Angeles, CA 90012  
(213) 473-7005  
(213) 978-2250 Fax

**Valley Office:**  
15760 Ventura Blvd.  
Suite 600  
Encino, CA 91436  
(818) 971-3088  
(818) 788-9210 Fax

**West L.A. Office:**  
6380 Wilshire Blvd.  
Suite 800  
Los Angeles, CA 90048  
(323) 866-1828  
(323) 852-1129 Fax

January 29, 2018

Dear Melrose Avenue Property Owner:

Over the past four (4) years, we have been very fortunate to have the Melrose Business Improvement District ("Melrose BID") performing services along Melrose Avenue for the benefit of the commercial properties located within its boundaries. These services have attracted customers to the area and have helped to revitalize its businesses. We have learned that by working together, tremendous positive results can be achieved. There is, however, still much more to be done. That is the reason I'm writing to support the renewal of the Melrose BID and urge you to do so as well.

The Melrose BID performs services over and above those that the City provides. These services include: Security Ambassador Services, daily street-level homeless services coordination, sidewalk litter control and trash collection, weekly street sweeping, graffiti and sticker removal, social media, marketing and promotions, parking management, and advocacy of local property owner interests before the City Council.

The Melrose BID Board has a number of exciting new plans for the future as well. Among these are the implementation of a \$4 Million MTA Grant for Melrose Avenue improvements and, possibly, creation of a Farmers' Market. My office, Council District 5, will be an active supporter of such efforts to improve our community. District renewal is a prerequisite for those plans to become a reality. The most important next step you can take right now to enhance business and property values on Melrose Avenue is to sign a petition and vote to renew the Melrose BID.

Sincerely,

**PAUL KORETZ**  
Councilmember, 5<sup>th</sup> District



# LOS ANGELES POLICE DEPARTMENT

**CHARLIE BECK**  
Chief of Police



**ERIC GARCETTI**  
Mayor

P. O. Box 30158  
Los Angeles, Calif. 90030  
Telephone: (213) 486-0150  
TDD: (877) 275-5273  
Ref #: 6.4

January 31, 2018

Dear Melrose Avenue Property Owner:

The purpose of this letter is to ask for your support in the renewal of the Melrose Business Improvement District (Melrose BID).

The Los Angeles Police Department (LAPD), Wilshire Area has been very fortunate to have the Melrose BID and its Security Ambassador Program as a partner to improve the quality of life along Melrose Avenue between Fairfax and Highland.

The Melrose BID performs invaluable services that augment our police patrols. Their Security Ambassador bicycle and foot patrols focus on quality of life issues, such as street-level homeless services coordination, and business-to-business communication through the Facebook Melrose Businesses Group. The Security Ambassador provides an important street presence, which is beneficial to business stakeholders and the LAPD.

In my opinion, the above Melrose BID services have enhanced the safety enjoyed by the commercial properties located within its boundaries. Working together we have achieved positive results. The work, however goes on.

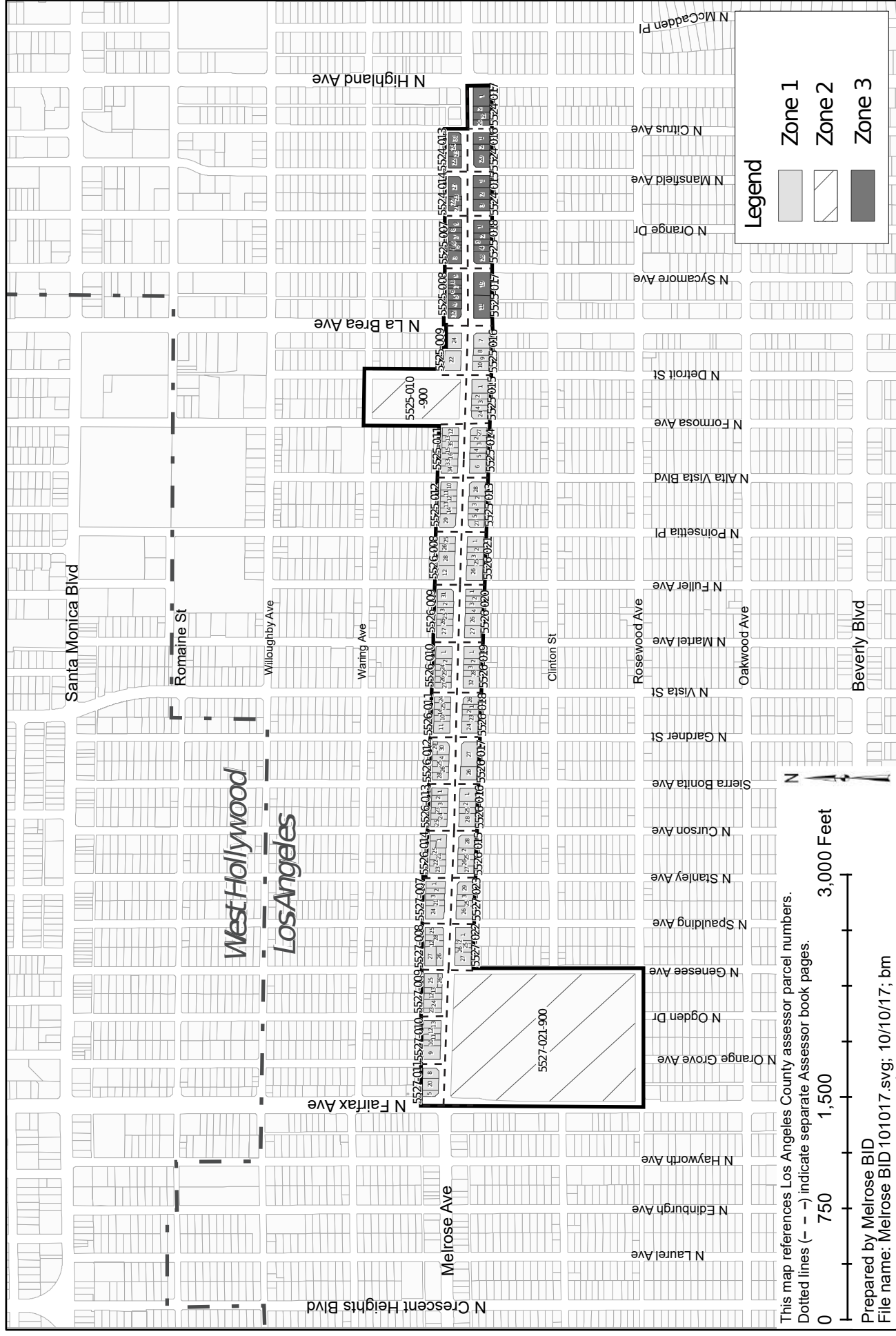
The Melrose BID is an important partner to the LAPD and I support the renewal of the Melrose BID. Melrose Avenue commercial property owners should sign a petition and vote to renew the BID so our partnership continues.

Very truly yours,

A handwritten signature in blue ink, appearing to read "A. Oddo".

ANTHONY ODDO, Captain  
Commanding Officer  
Wilshire Area

## Melrose BID Area



# THE TOP 12 THINGS

The Melrose BID Can Accomplish That Individual Property Owners Acting On Their Own Cannot



## BID INFO

### Board of Directors:

Denis Weintraub, President  
 Sylvia Weintraub, Secretary  
 Julian Chicha, Treasurer  
 Pierson Blaetz, Greenway Arts Alliance  
 Isack Fadlon, Board Member  
 Daniel Farasat, Board Member  
 Fred Rosenthal, Board Member

### Staff:

Donald Duckworth, Executive Director  
 Kim Sudhalter, Marketing  
 CleanStreet, Streetscape Clean-Up

### Meetings:

**BID Board Meetings:**  
 10am on the 2nd Friday of the month. Hope Lutheran Church, 6720 Melrose

### Resources:

**BID Office:** 323.525.0840  
**BID Email:** duckworth.donald@gmail.com  
**LAPD:** SLO Inga Wecker (213) 793-0708, 37580@lapd.lacity.org  
**BID Security Ambassador:** Riley Sherwood, 818.405.2615, MelroseBID-Ambassador@gmail.com

1. Negotiate/advocate based upon the representation of all—an association representing the business interests of an entire community has a more persuasive voice!
2. Leverage BID assessment funds to capture much larger **grants and outside funding**.
  - On-street parking restoration: **\$1 to \$2 million value**
  - Award of MTA pedestrian enhancements grant: **\$4 million value**
  - Capture of City "general benefit" funds: **\$31,000 per year**
  - Capture of DWP grant funds: \$5,000 per year (est)
3. Operate a street-long, financially sustainable **valet parking program that removes City imposed barriers** to enhanced development on Melrose.
4. Coordinate/manage City capital improvements to benefit Melrose business needs.
  - Mobility Plan 2035
  - Lobby for drainage improvement funding
  - Lobby for **alley repair funding**



BID security ambassador Riley Sherwood & LAPD

*"LAPD Wilshire Division and the Melrose BID are in partnership working to provide the best in police services for the Melrose business district."*

*~ Captain Rolando Solano, LAPD*

5. Bring commercial property owners and business neighbors together to work toward common goals; organizing business interests to achieve common interests. If the residential neighborhoods do it, shouldn't business?
6. **Perform regular, effective streetscape maintenance.**
7. Perform effective branding and marketing of the area as a whole.
  - Utilize platforms such as the Melrose BID website and social media to create a larger presence for the area than any individual business can do on its own.
8. Extend business interests to the public rights of way; plan and **install alley and pedestrian lighting** for safety and customer comfort.
9. **Provide for reduced cost sidewalk repairs** that the City will be mandating at savings for individual property owner.
10. Promote on-going working relationship with LAPD.
11. Provide **homeless services coordination and issue management.**
12. **Provide for specialized security/ambassador services** for the area, working hand-in-hand with the LAPD.



**MELROSE PBID  
MULTI-YEAR BUDGET / SERVICE PLAN  
2019**

<b>ANNUAL BUDGET COSTS</b>	<b>Zone 1 SP Ass'mts</b>	<b>Zone 2 SP Ass'mts</b>	<b>Zone 3 SP Ass'mts</b>	<b>Non Ass'mt*</b>	<b>Totals</b>
A. Ambassador / Security Services	\$102,592	\$14,771	\$32,661	\$9,576	\$159,600
B. Landscaping, Sanitation & Beautification	\$92,564	\$13,328	\$29,468	\$8,640	\$144,000
C. Marketing & Promotions	\$87,272	\$0	\$27,784	\$7,344	\$122,400
D. Public Plaza or Farmer's Market	\$1,410	\$0	\$0	\$90	\$1,500
E. New Business Attraction	\$1,070	\$0	\$340	\$90	\$1,500
F. Policy Dev. Mgmt. & Administration	\$80,994	\$11,662	\$25,785	\$7,560	\$126,001
G. Office, Insurance, Accounting & Other	\$34,949	\$5,032	\$11,126	\$3,262	\$54,369
<b>TOTAL BUDGET BY ZONE</b>	<b>\$400,851</b>	<b>\$44,793</b>	<b>\$127,164</b>	<b>\$36,562</b>	<b>\$609,370</b>
<b>Sub-Total</b>		<b>\$572,808</b>			
<b>GRAND TOTAL PBID BUDGET</b>			<b>\$609,370</b>		





## CLEAN STREET STATISTICS



SERVICES	2014	2015	2016	2017
BULKY ITEMS	1729	1836	1525	1502
STICKERS	2230	2191	1310	1141
TRASH CAN TONS	55.59	61.44	78.21	73.76
SWEEPING TONS	18.91	21.16	13.67	14.64
TOTAL TONS	74.50	82.60	91.88	88.40



## SECURITY AMBASSADOR STATS

BIZ INITIATED	+	OFFICER INITIATED	} TOTAL INCIDENTS
265		766	
TRANSIENT YES	+	TRANSIENT NO	1031
963		68	

**NAKED MAN**  
RUNNING AROUND  
SCREAMING

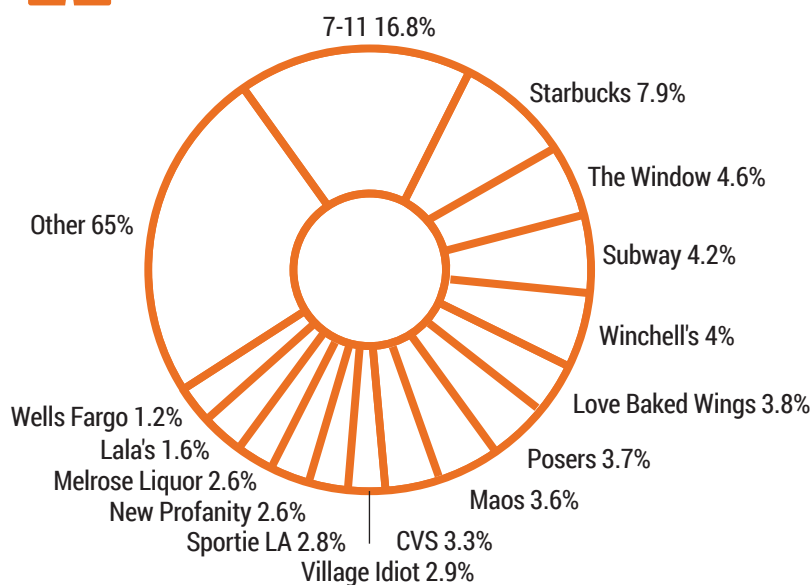
TRANSIENTS  
STARTING  
**FIRES IN THE ALLEY**

MAN GRABBED WOMAN'S PURSE  
**AND RAN DOWN THE ALLEY**  
BID SECURITY FOLLOWS &  
HELPS LAPD MAKE ARREST

**MAN ON RESTAURANT ROOFTOP**  
SCREAMING AT CUSTOMERS.  
BID SECURITY HELPS BRING  
HIM DOWN & GET HIM ARRESTED

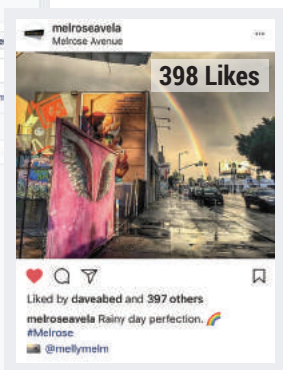


## INCIDENT LOCATIONS





HIGH RATE OF  
**ENGAGEMENT**  
ON POSTS



**TWITTER**  
@MELROSEAVELA

33,000 followers

**INSTAGRAM**  
@MELROSEAVELA

8266 followers

**FACEBOOK**  
@MELROSE AVE L.A.

8105 likes

## SOCIAL MEDIA STATISTICS



ORIGINAL MELROSE  
**BLOG STORIES**  
WRITTEN & POSTED

**152**



## WEB STATISTICS



NEW USERS 2017	123,820	+89%
NEW USERS 2015	14,063	
PAGE VIEWS 2017	322,050	+89%
PAGE VIEWS 2015	36,002	
MOBILE TRAFFIC 2017	87,944	+93%
MOBILE TRAFFIC 2015	5,954	
BOUNCE RATE 2017	57%	-19%
BOUNCE RATE 2015	68%	
AGE GROUP 18-24 2017	46%	+50%
AGE GROUP 18-24 2015	23%	
FACEBOOK REFERRALS 2017	5666	+85%
FACEBOOK REFERRALS 2015	842	



MELROSE MERCHANT  
**POSTS RETWEETED**  
DAILY

2015 WEB TRAFFIC  
MALE/FEMALE  
**60%/40%**



2017 WEB TRAFFIC  
MALE/FEMALE  
**50%/50%**







## **MTA CALL FOR PROJECTS GRANT SUMMARY**

The Metro Call for Projects will provide funding for a wide array of pedestrian improvements along Melrose Avenue between Fairfax Avenue and Highland Avenue. The general types and amounts of improvements were specified in the application. For certain improvements, the locations were identified with a high level of specificity. Other improvements were described with less specificity, and provide the Melrose BID with more discretion regarding design and precise locations. There likely would be some limited ability to shift funding among categories. However, all of the funding is currently allocated either to specific line items, or overhead-type costs.

### **PROJECT BUDGET: \$3,556,333**

- City match: \$500,000
- Melrose BID match \$150,000

### **PROJECT ELEMENTS:**

#### **SPECIFIC IMPROVEMENTS AT SPECIFIC LOCATIONS**

1. Sidewalks: Widen sidewalks on both sides of Melrose between Orange Grove and Ogden near Fairfax High School. Approx. \$1,000,000.
2. Curb ramp upgrades with truncated domes: 82 locations: approx. \$300,000
3. Upgrade existing crosswalks to high-visibility "Continental" crosswalks with advance stop bars: approx. \$100,000

#### **SPECIFIC IMPROVEMENTS WITH SOME FLEXIBILITY RE: LOCATIONS**

4. Pedestrian-Lighting: 60 new light posts at transit stops: \$750,000
5. Street Furniture:
  - a. Benches: 20 @ \$1,500 each
  - b. Trash Cans: 30 @ \$1,200 each
  - c. Bike Racks: 40 @ \$600 each
6. Shade Trees:
  - a. New Trees: 50 24" box trees @ \$650 each.
  - b. Existing Trees: \$24,000 for canopy pruning and root pruning
  - c. Tree Removal: \$39,000 for removal of 30 trees.
7. Sidewalk Repair:

#### **LESS SPECIFIC IMPROVEMENTS WITH MORE FLEXIBILITY RE: DESIGN AND LOCATION**

8. Landscaping: 10,000 square feet of drought-tolerant landscaping in existing or new parkways: approx. \$250,000

# 2015 ACCOMPLISHMENTS

First Year Accomplishments of the Melrose BID



## BID INFO

### Board of Directors:

Denis Weintraub, President  
 Sylvia Weintraub, Secretary  
 Julian Chicha, Treasurer  
 Pierson Blaetz, Greenway Arts Alliance  
 Isack Fadlon, Board Member  
 Daniel Farasat, Board Member  
 Fred Rosenthal, Board Member

### Staff:

Donald Duckworth, Executive Director  
 Kim Sudhalter, Marketing  
 CleanStreet, Streetscape Clean-Up

### Meetings:

**BID Board Meetings:**  
 10am on the 2nd Friday of the month. Hope Lutheran Church, 6720 Melrose

### Resources:

**BID Office:** 323.525.0840  
**BID Email:** duckworth.donald@gmail.com  
**LAPD:** SLO Inga Wecker (213) 793-0708, 37580@lapd.lacity.org  
**BID Security Ambassador:**  
 Riley Sherwood, 818.405.2615, MelroseBID-Ambassador@gmail.com

**The Melrose BID commenced operations in April, 2014. In the last year we have accomplished a great deal. Following is a list of our top achievements to date:**

- **Street Cleaning:** Initiated streetscape clean-up: street sweeping, trash collection, installed decorative receptacles, alley clean-up, sidewalk pressure washing, graffiti and sticker removal, weed abatement. We remove more than 4+ tons of trash per month (per landfill records)!
- **Sidewalk Repair:** At Highland, Martel and 7558 Melrose.
- **Newsletter:** Published Quarterly "Melrose BID Newsletter."
- **Sister Streets Program:** Established a fashion industry "Sister Streets" relationship with Harajuku shopping district in Tokyo, Japan.
- **Website/Social Media:** Developed and launched MelroseAveLA.com website and Social Media pages:
  - Facebook (MelroseAve L.A.),
  - Twitter (@MelroseAveLA) and
  - Instagram (@MelroseAveLA)
- **Advocacy:** Conducted business advocacy with governmental permit agencies for Bugatta, Tatsu Ramen, The Village Idiot, and others.
- **Trees:** Trimmed all Melrose trees.
- **Pole Banners:** Installed on-going street pole banner program featuring key Melrose attributes: Arts, Eats, Finds, Ideas, Play, and Style.
- **Parking:** Initiated multi-pronged parking enhancement efforts designed to: 1) increase on-street parking; 2) plan for valet parking pilot program per West 3rd Street; 3) enhance new lot parking; 4) test rideshare incentives; 5) develop an employee parking plan; and 6) work with neighbors.
- **Meetings:** Reached out and conducted meetings with: property owners, business owners, Neighborhood Councils, schools, MelroseAction, MelroseVillage Blog, LAPD, City Council Office and others.
- **Sidewalk Improvements:** Advocated at City Hall for a business sensitive Sidewalk Repair Program and a prohibition of sidewalk vending as unfair competition.
- **Events:** Produced special events to energize business vitality: First Thursday FameFest events, Small Business Saturday, Sidewalk Sales and holiday promotional events.
- **Homeless Issues:** Contracted with PATH to provide homeless services.
- **Fresh & Easy:** Advocated for occupancy @ 7500 Melrose with property owner and council office.
- **Art Program:** Produced utility vault art installation and a series of murals at Melrose Elementary School.
- **Grants:** The Melrose BID has applied for a multi-million \$ MTA grant for streetscape improvements. Applied for additional grants for other future improvements



# 2016 ACCOMPLISHMENTS

## Second Year Accomplishments of the Melrose BID



### BID INFO

#### Board of Directors:

Denis Weintraub, President  
 Sylvia Weintraub, Secretary  
 Julian Chicha, Treasurer  
 Pierson Blaetz, Bd. Member  
 Isack Fadlon, Bd. Member  
 Daniel Farasat, Bd. Member  
 Fred Rosenthal, Bd. Member

#### Staff:

Donald Duckworth,  
 Executive Director  
 Kim Sudhalter, Marketing

#### Meetings:

##### BID Board Meetings:

10am on the 2nd Friday of  
 the month. Hope Lutheran  
 Church, 6720 Melrose

#### Resources:

**BID Office:** (323) 525-0840

**BID Email:** duckworth.don-  
 ald@gmail.com

**LAPD:** SLO Inga Wecker  
 (213) 793-0708,  
 37580@lapd.lacity.org

#### BID Security Ambassador:

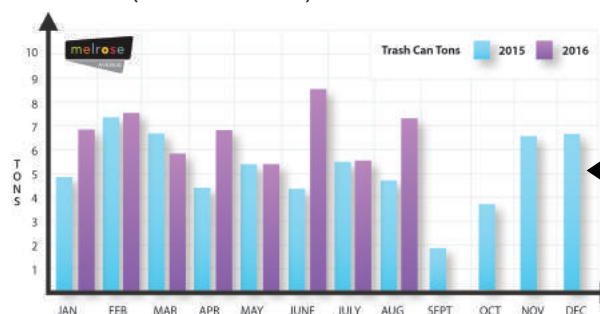
Riley Sherwood,  
 (818) 405-2615, MelroseBID-  
 Ambassador@gmail.com

**Graffiti Removal & Sidewalk  
 Cleaning:** Contact BID

#### CM Paul Koretz:

John Darnell, Sr. Field Deputy  
 (323) 866-1828,  
 john.darnell@lacity.org

- The Melrose BID was awarded a **\$4 million MTA grant** for streetscape / pedestrian oriented improvements. The **Melrose Future Vision Project**, which will recommend specific improvements, is concluding now.
- Installed 60 decorative trash receptacles, branded with Melrose Avenue LA. logo
- Provided streetscape clean-up services: street sweeping, trash collection, alley clean-up, sidewalk pressure washing, graffiti & sticker removal, and weed abatement. **Over 7.7 tons of waste collected per month!** (See chart below)
- Initiated 40 hours / week **Security Ambassador Patrol** to assist business and property owners in managing homeless and quality of life crime control needs.
- Initiated provision of **homeless placement services** through Homeless Task Force of Venice 4 Square Church.
- Continued implementation of **parking enhancement** efforts: 1) increased on-street parking; 2) planned for Melrose Avenue universal valet parking plan similar to that on West 3rd Street.
- Melrose BID sponsored / coordinated City adoption of its **valet parking program** as an approved alternative to meeting City parking requirements for Spartina Restaurant and 7265 Melrose (new restaurant). This new tool is available to all Melrose businesses.



*"Customers have lots of choices about where to spend their money. They don't like to shop in trashy, dirty areas. That's why the BID collects over 7.7 tons of debris every month." ~ Don Duckworth*

- Actively updated MelroseAveLA.com blog stories and store listings on website to market and promote business.
- Conducted **active social media marketing** of Melrose Avenue through: Facebook (MelroseAve L.A.) 5,588 likes; Twitter (@MelroseAveLA) 33,400 followers; and Instagram (@MelroseAveLA) 8,387 followers. These are tremendous numbers!
- Secured multi-year permit for on-going street pole banner program branding Melrose Ave LA: Arts, Eats, Finds, Ideas, Play, Style.
- Reached out and conducted property owner meetings, business owner meetings, Neighborhood Council meetings, meetings with schools, MelroseAction meetings, MelroseVillage Blog meetings, LAPD meetings, City Council Office meetings, and others.
- **Business advocacy** with governmental permit agencies for Bugatta, Tatsu Ramen, The Village Idiot, 2 new restaurants and others.
- Advocated at City Hall for a business sensitive **Sidewalk Repair Program** and a prohibition of sidewalk vending as unfair competition.
- Advocated for occupancy @ 7500 Melrose ("CVS site"). Trimmed all Melrose street trees. And published Quarterly "Melrose BID Newsletter"

# 2017 ACCOMPLISHMENTS

## Third Year Accomplishments of the Melrose BID



### BID INFO

#### Board of Directors:

Denis Weintraub, President  
 Sylvia Weintraub, Secretary  
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**BID Security Ambassador:** Riley Sherwood, 818.405.2615, MelroseBID-Ambassador@gmail.com

- **Future Vision Plan:** The Melrose BID developed a Strategic Action Plan entitled Melrose Future Vision for business revitalization on Melrose working closely with business stakeholders, City officials, community members, and professional revitalization consultants. The document is a step-by-step work program for economic revitalization. Some first steps have been taken; others remain for the Melrose BID renewal term.
- **Social Media:** A strategic social media plan was developed and implemented that directly targets ideal Melrose customer demographics. Since launch, 10,000 qualified followers have been garnered on Facebook and Instagram, along with 33,000 on Twitter.
- **Hollywood Specific Plan:** Specific language to facilitate real estate utilization on Melrose has been prepared and submitted for inclusion in the soon-to-be-vetted Hollywood Specific Plan Update2. This language will implement a number of aspects of the Melrose Future Vision Plan and is directed at zoning reform, reducing City process limitations that inhibit land use changes including parking, use, height, and other items. The new language would assist in installing / integrating pedestrian-oriented improvements on Melrose Ave and support grant funding for same.
- **Melrose BID Security Ambassador:** In the last year, the BID Security Ambassador has responded to and handled more than 1000 incidents ranging from trash and homeless complaints, to shoplifting and more criminal issues. Business and property owners have expressed a strong support for and on-going demand for these services. As a result the BID Board has proposed to extend the service hours so that the current 5-day coverage will be expanded to 7-day coverage.
- **LAPD Liaison & Coordination:** Melrose BID makes a significant effort to maintain on-going communications through its Sr. Lead Officer Inga Wecker and Command staff. In response to increasing disruptive behavior / petty crime during the summer months the BID increased its Security Ambassador patrols and varying its shift times. Also LAPD was requested to provide additional patrol presence, which resulted in horse-mounted patrols, and additional attention from the vice units. The BID has been informed that pending sworn officer deployment modifications may also provide additional resources to the area. It seems that LAPD's efforts have had the desired impact, although these efforts are necessarily on-going.
- **Clean:** Looking back over the last four years, we have seen some interesting patterns emerge: sticker placement and bulky item deposits have gone way down, while use of the trash cans and littering has increased.

SERVICES	2014	2015	2016	2017
BULKY ITEMS	1729	1836	1525	1502
STICKERS	2230	2191	1310	1141
TRASH CAN TONS	55.59	61.44	78.21	73.76
SWEEPING TONS	18.91	21.16	13.67	14.64
TOTAL TONS	74.50	82.60	91.88	88.40



# 2017 ACCOMPLISHMENTS

Third Year Accomplishments of the Melrose BID



## BID INFO

### Board of Directors:

Denis Weintraub, President  
 Sylvia Weintraub, Secretary  
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 Riley Sherwood, 818.405.2615, MelroseBID-Ambassador@gmail.com

Cont. from pg.1

- **Enforcement Against Illegal "Pot Shops":** Melrose is approved for only one legal "pot shop." At the time of BID initiation there were more than fifteen (15) operating within its boundaries, which saturated the area with related problems. Melrose BID has been working with the City Attorney's Office Neighborhood Prosecutor and the LAPD to close the illegal businesses. To date, about half of the offenders have been closed and the remaining few are targeted for attention.
- **Universal Valet Parking Program:** Melrose BID continues to implement its Universal Valet Parking Program to the benefit of Melrose business and property owners. A number of restaurants and retail businesses have used the program to meet City entitlement requirements. Two parking locations, one on the west end of Melrose and another at Melrose Elementary School, are planned.
- **Customer Foot Traffic:** Customer foot traffic on Melrose Avenue has increased recently which seems attributable, in large part, to the BID's aggressive social media campaigns. Potential visitors / shoppers learn about new places to shop and eat mostly on social media. They visit these destinations on Melrose and then walk the street, thereby discovering new places they might not have known about otherwise.
- **Sidewalks:** The BID facilitated sidewalk repairs for several property owners, including Josette LeBlond at 707 N. Stanley Avenue during the year.
- **New Crosswalks:** Melrose BID has requested two (2) new crosswalks, one at Orange Avenue & another at Stanley Avenue. The Office of City Councilman Paul Koretz has agreed to support this request, which is currently being processed by the Department of Transportation. Funding and timing issues remain to be resolved although it seems clear that the MTG Grant that has been received will serve those needs. Another crosswalk has been requested by property and business owners at Vista and that request is being processed as well.
- **Alley Repair:** The BID Board has conducted a detailed, technical evaluation of all of the alleys to the north and south of Melrose Avenue within the BID's footprint. Gradients of all alleys as to the urgency and relative cost of repairs have been made. Work will continue with the goal of preparing a strategy for funding necessary alley work.

MELROSE PBID AREA PROPERTY INFORMATION AND ASSESSMENTS FOR 2019

#	APN	PROPERTY OWNER
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Zone 1 Fairfax to La Brea		
1	5525-009-022	7111 MELROSE PARTNERS LLC
2	5525-009-024	R AND H INVESTMENTS GENERAL PARTNERSHIP
3	5525-011-012	MACCULLOCH PARTNERS LIMITED
4	5525-011-013	HAGER DAVID AND JUDITH
5	5525-011-015	STERM MIKE AND DENISE
6	5525-011-016	STERM MIKE AND DENISE
7	5525-011-033	DALEY LAWRENCE M TRUST LAWRENCE M DALEY TRUST
8	5525-011-034	KRIEGLER ETELIA M TRUST ETELIA M KRIEGLER TRUST
9	5525-011-035	7213 MELROSE LLC
10	5525-012-010	LA BREA GARDENS PROPERTY LLC
11	5525-012-011	KERMANI BENAMIN
12	5525-012-012	7261 MELROSE AVENUE LLC
13	5525-012-013	7265 MELROSE AVENUE LLC
14	5525-012-014	WERKOW STEVEN A ET AL
15	5525-012-029	BEHOU UP
16	5525-013-002	1040 N WESTERN LLC
17	5525-013-003	CHICHA PHILIPPE AND ROBERT
18	5525-013-004	CHICHA PHILIPPE AND ROBERT
19	5525-013-005	PACIFIC WEST MANAGEMENT (formerly Hager)
20	5525-013-027	GROUNDINGS CORPORATION
21	5525-013-028	SIP 4500 LLC
22	5525-014-002	DOWD LINDA C TRUST LINDA DOWD TRUST
23	5525-014-003	N AND H PARTNERS LLC
24	5525-014-004	HAKAKIAN ALON TRUST N HAKAKIAN TRUST
25	5525-014-005	SANDO PLACE LLC
26	5525-014-006	JACOB EDWARD F TRUST EDWARD F JACOB TRUST
27	5525-014-027	7200 MELROSE LLC
28	5525-015-001	7150 MELROSE LLC
29	5525-015-002	FADLOON ASHER AND CARMELA
30	5525-015-003	7 MELROSE LLC
31	5525-015-004	ONE WAY REAL ESTATE LLC
32	5525-015-024	7174 MELROSE AVENUE LLC
33	5525-016-007	GREENWICH VILLAGE RENOVATION COMPANY
34	5525-016-008	GREENWICH VILLAGE RENOVATION COMPANY
35	5525-016-009	JORDAN EDD M
36	5525-016-010	HAKAKIAN SOLEIMAN AND SHAHIA AND REFOUA MOIS
37	5526-008-012	FEHER JUDITH K TRUST FEHER TRUST
38	5526-008-025	STIGLITZ ALEX J AND ELIA H
39	5526-008-026	GROUNDINGS
40	5526-008-028	MELROSE ASPIRATIONS LLC
41	5526-009-002	7361 MELROSE AVENUE LLC
42	5526-009-003	ROSENTHAL ARIELLE F TRUST ROSENTHAL FAMILY TRUST
43	5526-009-025	COLABELLA PROPERTIES
44	5526-009-026	NOVIAN FAMILY PARTNERSHIP
45	5526-009-027	WINNETT KENNETH R TRUST
46	5526-009-031	HAKAKIAN SOLEIMAN TRUST HAKAKIAN FAMILY TRUST
47	5526-010-001	JEBEIAN SUSAN TRUST ET AL & SKINNER J TR & PARIS CLARK TRU
48	5526-010-002	JEBEIAN SUSAN TRUST ET AL & SKINNER J TR & PARIS CLARK TRU
49	5526-010-024	ROSENTHAL ARIELLE F TRUST ROSENTHAL FAMILY TRUST
50	5526-010-025	BRS LLC
51	5526-010-026	HOYER ROBIN TRUST ROBIN HOYER TRUST
52	5526-010-027	C AND F MELROSE PROPERTIES LLC
53	5526-011-010	MRO ELLIOTT MANAGEMENT INC
54	5526-011-011	BUITZ RICHARD AND MELINDA TRUST BUITZ FAMILY TRUST
55	5526-011-014	7449 MELROSE LLC
56	5526-011-024	LEHOANG MIKE M AND DZUNG AND LE DUC H
57	5526-011-025	

IMP'T AREA SF	IMP AREA BENEFIT UNITS	IMP AREA ASSESSMENT
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MELROSE FRT FT	OTHER STREET FRT FT	FRT FT BENEFIT UNITS	FRT FT ASSESSMENT
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TOTAL ASSESSMENT 2019	% of Total
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133	110	243	\$2,379.72	\$6,293.21	1.10%
105	101	206	\$2,017.38	\$4,091.45	0.71%
54	110	164	\$1,606.07	\$4,399.32	0.77%
40		40	\$991.72	\$2,047.04	0.36%
40		40	\$391.72	\$1,563.77	0.27%
40		40	\$391.72	\$1,590.34	0.28%
46		46	\$460.48	\$2,034.54	0.36%
48	110	158	\$1,547.31	\$2,689.85	0.47%
40		40	\$391.72	\$1,563.77	0.27%
54	110	164	\$1,606.07	\$5,089.98	0.89%
40		40	\$391.72	\$1,684.79	0.29%
40		40	\$391.72	\$1,902.56	0.33%
40		40	\$391.72	\$1,914.18	0.33%
40		40	\$391.72	\$1,922.49	0.34%
90	103	193	\$1,890.07	\$4,316.67	0.75%
40		40	\$391.72	\$1,972.31	0.34%
40		40	\$391.72	\$1,756.41	0.31%
40		40	\$391.72	\$2,339.33	0.41%
40		40	\$391.72	\$1,903.56	0.33%
48	103	151	\$1,478.76	\$3,371.72	0.59%
90	103	193	\$1,890.07	\$5,840.19	1.02%
40		40	\$391.72	\$1,518.51	0.27%
40		40	\$391.72	\$1,524.12	0.27%
40		40	\$391.72	\$1,756.41	0.31%
40		40	\$391.72	\$4,933.64	0.86%
94	110	204	\$1,997.79	\$3,543.42	0.62%
50	106	156	\$1,527.72	\$4,726.15	0.83%
92	110	202	\$1,978.21	\$1,922.49	0.34%
40		40	\$391.72	\$2,339.33	0.41%
40		40	\$391.72	\$1,793.78	0.31%
48	103	151	\$1,478.76	\$3,318.83	0.58%
96	103	199	\$1,948.83	\$3,633.76	0.63%
50		50	\$489.65	\$1,342.55	0.23%
40		40	\$391.72	\$1,810.18	0.32%
63	110	173	\$1,694.21	\$3,781.51	0.66%
100	110	210	\$2,056.55	\$4,654.33	0.81%
49	110	159	\$1,557.10	\$3,784.24	0.66%
49		49	\$479.86	\$2,356.80	0.41%
96		96	\$940.14	\$4,881.35	0.85%
40		40	\$391.72	\$2,387.49	0.42%
40		40	\$391.72	\$1,706.59	0.30%
40		40	\$391.72	\$1,889.27	0.33%
40		40	\$391.72	\$1,764.72	0.31%
85	110	195	\$1,909.65	\$5,002.36	0.88%
80	103	183	\$1,792.14	\$4,475.55	0.78%
80	110	190	\$1,860.69	\$4,357.41	0.76%
40		40	\$391.72	\$2,156.03	0.38%
40		40	\$391.72	\$1,962.76	0.34%
40		40	\$391.72	\$1,507.30	0.26%
40		40	\$391.72	\$1,639.12	0.29%
40		40	\$391.72	\$2,499.85	0.44%
150	110	210	\$1,468.96	\$1,966.08	0.34%
40		40	\$391.72	\$2,499.85	0.44%
80	110	190	\$1,860.69	\$6,196.67	1.08%
41		41	\$401.52	\$1,680.61	0.29%
37	110	147	\$1,438.58	\$2,952.48	0.52%
45		45	\$440.69	\$1,995.12	0.35%

MELROSE PBID AREA PROPERTY INFORMATION AND ASSESSMENTS FOR 2019

#	APN	PROPERTY OWNER	LOT AREA SF	LOT AREA BENEFIT UNITS	LOT AREA ASSESSMENT	IMP'T AREA SF	IMP AREA BENEFIT UNITS	IMP AREA ASSESSMENT	MELROSE FRT FT	OTHER STREET FRT FT	FRT FT BENEFIT UNITS	FRT FT ASSESSMENT	TOTAL ASSESSMENT 2019	% of Total
58	5526-012-004	BRENBURG PHILIP R JR TRUST PATRICIA Z BRENBURG DECEASED TR	4,400	4,400	\$700.40	2,257	2,257	\$488.53	40		40	\$391.72	\$1,560.65	0.27%
59	5526-012-025	JOLIE MELROSE LLC	4,400	4,400	\$700.40	1,730	1,730	\$359.13	40		40	\$391.72	\$1,451.25	0.25%
60	5526-012-026	HERSON PROPERTIES LLC	4,400	4,400	\$700.40	5,349	5,349	\$1,110.41	40		40	\$391.72	\$2,202.53	0.38%
61	5526-012-028	BARRY IRMA N TRUST IRMA BARRY TRUST	5,489	5,489	\$873.74	3,907	3,907	\$811.06	50	110	160	\$1,566.90	\$3,251.70	0.57%
62	5526-012-029	MELROSE REAL PROPERTIES LLC	2,701	2,701	\$429.95	2,832	2,832	\$587.90	0	30	30	\$391.72	\$1,311.64	0.23%
63	5526-012-030	L B DEVELOPMENT COMPANY	6,826	6,826	\$1,086.57	3,794	3,794	\$787.60	83	73	156	\$1,527.72	\$3,401.89	0.59%
64	5526-013-001	DEMIRCIFF STEVE AND ARYET TRUST DEMIRCIFF FAMILY TRUST	5,489	5,489	\$873.74	6,763	6,763	\$1,403.94	50	110	160	\$1,566.90	\$3,844.58	0.67%
65	5526-013-002	BUTZ RICHARD COMPANY TRUST BUTZ FAMILY TRUST	4,400	4,400	\$700.40	3,866	3,866	\$802.55	40		40	\$391.72	\$1,894.67	0.33%
66	5526-013-003	7561 MELROSE LLC	4,400	4,400	\$700.40	2,800	2,800	\$581.26	40		40	\$391.72	\$1,673.38	0.29%
67	5526-013-023	AMERICAN COMMERCIAL PROPERTIES I LLC	4,400	4,400	\$700.40	3,600	3,600	\$747.33	40		40	\$391.72	\$1,839.45	0.32%
68	5526-013-024	HARRY AND MILDRED MYERS FAMILY INVESTMENTS LLC	4,400	4,400	\$700.40	3,680	3,680	\$763.94	40		40	\$391.72	\$1,856.06	0.32%
69	5526-013-025	7575 MELROSE INVESTMENTS LP	5,489	5,489	\$873.74	7,397	7,397	\$1,535.56	50	110	160	\$1,566.90	\$3,976.19	0.69%
70	5526-014-001	HARRHAM FAMILY ENTERPRISES LP ET AL & HARRHAM EREN	7,971	7,971	\$1,268.83	5,400	5,400	\$1,120.99	90	110	200	\$1,958.62	\$4,348.45	0.76%
71	5526-014-001	MELROSE PROPERTY COMPANY LLC	4,400	4,400	\$700.40	3,840	3,840	\$797.15	40		40	\$391.72	\$1,889.27	0.33%
72	5526-014-022	GUITT ANDREW AND MELBA TRUST GUITT FAMILY TRUST AND	4,400	4,400	\$700.40	4,800	4,800	\$996.44	40		40	\$391.72	\$2,088.56	0.36%
73	5526-014-022	FOTOS MARTIN AND GLORIA TRUST FOTOS TRUST	5,350	5,350	\$851.62	3,474	3,474	\$721.17	50	107	157	\$1,537.52	\$3,110.31	0.54%
74	5526-014-025	7611 MELROSE AVENUE LP ET AL	6,199	6,199	\$986.76	4,200	4,200	\$871.88	40		40	\$391.72	\$2,250.37	0.39%
75	5526-015-002	COLONIA INVESTMENT COMPANY LIMITED	4,400	4,400	\$700.40	3,800	3,800	\$788.85	40		40	\$391.72	\$1,880.97	0.33%
76	5526-015-025	MELROSE RENTALS LLC	4,400	4,400	\$700.40	2,400	2,400	\$488.22	40		40	\$391.72	\$1,590.34	0.28%
77	5526-015-026	MONTE NAPOLEONE INC	4,400	4,400	\$700.40	4,000	4,000	\$830.37	40		40	\$391.72	\$1,922.49	0.34%
78	5526-015-027	HCB EQUITIES LLC (Hughes?)	5,500	5,500	\$875.50	2,304	2,304	\$478.29	50	110	160	\$1,566.90	\$2,920.68	0.51%
79	5526-015-028	WEINTRAUB DENIS M AND SVLIA TRUST WEINTRAUB FAMILY TR	9,278	9,278	\$1,476.88	14,626	14,626	\$3,036.24	84	103	187	\$1,831.31	\$6,344.43	1.11%
80	5526-016-001	MAINI CATHERINE A ET AL TRUST GREENBERG DECEASED TRUST	9,888	9,888	\$1,573.98	5,681	5,681	\$1,179.33	90	110	200	\$1,958.62	\$4,711.93	0.82%
81	5526-016-002	SDION INC	4,400	4,400	\$700.40	3,600	3,600	\$747.33	40		40	\$391.72	\$1,839.45	0.32%
82	5526-016-025	FISCH PROPERTIES LP	4,400	4,400	\$700.40	3,600	3,600	\$747.33	40		40	\$391.72	\$1,839.45	0.32%
83	5526-016-025	PSCB PROPERTIES LP	9,888	9,888	\$1,573.98	5,205	5,205	\$1,080.51	90	110	200	\$1,958.62	\$4,613.11	0.81%
84	5526-017-026	WINNET KENNETH R TRUST	9,900	9,900	\$1,575.89	5,292	5,292	\$1,098.57	90	110	200	\$1,958.62	\$4,613.09	0.81%
85	5526-017-027	M DAVID FAMILY HOLDINGS MELROSE LLC (CVS)	17,860	17,860	\$2,842.97	15,546	15,546	\$3,227.22	163	103	266	\$2,604.96	\$8,675.16	1.51%
86	5526-018-001	SANKOWICH LEE D	3,528	3,528	\$561.59	2,990	2,990	\$620.70	32		32	\$313.38	\$1,495.67	0.26%
87	5526-018-002	GUTIERREZ ANTONIO L AND YOLANDA J	4,617	4,617	\$734.94	1,760	1,760	\$365.36	40		40	\$391.72	\$1,492.02	0.26%
88	5526-018-023	GUTIERREZ ANTONIO L AND YOLANDA J	4,617	4,617	\$734.94	4,559	4,559	\$946.41	40		40	\$391.72	\$2,073.07	0.36%
89	5526-018-024	MESELSON ANDREW ET AL	9,017	9,017	\$1,435.33	5,995	5,995	\$1,244.51	82	110	192	\$1,880.27	\$4,560.12	0.80%
90	5526-018-026	COLONIA INVESTMENT COMPANY LIMITED	5,236	5,236	\$833.47	5,637	5,637	\$1,170.19	46	103	149	\$1,459.17	\$3,462.84	0.60%
91	5526-019-001	JANCO J LULIUS AND SUSAN TRUST J LULIUS AND SUSAN JANCO TH	8,799	8,799	\$1,400.63	12,410	12,410	\$2,576.21	80	110	190	\$1,860.69	\$5,837.53	1.02%
92	5526-019-002	EDMISTEN FAMILY PARTNERS LP	4,400	4,400	\$700.40	1,844	1,844	\$382.80	40		40	\$391.72	\$1,474.92	0.26%
93	5526-019-003	EDMISTEN FAMILY PARTNERS LP	4,400	4,400	\$700.40	4,020	4,020	\$834.52	40		40	\$391.72	\$1,926.64	0.34%
94	5526-019-028	EDMISTEN FAMILY PARTNERS LP	4,400	4,400	\$700.40	3,411	3,411	\$708.10	40		40	\$391.72	\$1,800.22	0.31%
95	5526-019-032	KNOWLES DAPHNE A AND JOHN	8,799	8,799	\$1,400.63	6,966	6,966	\$1,446.08	80	110	190	\$1,860.69	\$4,707.40	0.82%
96	5526-020-001	ANZALAG INVESTMENTS LLC	4,950	4,950	\$787.95	2,352	2,352	\$488.26	45	110	155	\$1,517.93	\$2,794.13	0.49%
97	5526-020-002	STIGLITZ ALEX J AND ELA H	4,400	4,400	\$700.40	3,920	3,920	\$813.76	40		40	\$391.72	\$1,906.88	0.33%
98	5526-020-003	MCHUGH MICHAEL T CONTRUSTEE M T AND C Y MCHUGH TRUST	4,400	4,400	\$700.40	3,510	3,510	\$728.65	40		40	\$391.72	\$1,820.77	0.32%
99	5526-020-004	AMERICAN COMMERCIAL ET AL	4,400	4,400	\$700.40	3,808	3,808	\$790.51	40		40	\$391.72	\$1,882.63	0.33%
100	5526-020-026	AMERICAN COMMERCIAL PROPERTIES II LLC	8,800	8,800	\$1,400.79	6,000	6,000	\$1,245.55	80		80	\$783.45	\$3,429.73	0.60%
101	5526-020-027	N AND H PARTNERS LLC ET AL	9,365	9,365	\$1,490.73	6,536	6,536	\$1,356.82	85	110	195	\$1,909.65	\$4,757.20	0.83%
102	5526-021-001	MELROSE POINT LLC	7,362	7,362	\$1,171.89	7,370	7,370	\$1,529.95	67	110	177	\$1,733.38	\$4,435.22	0.77%
103	5526-021-002	BEACH PLAZA LLC	4,400	4,400	\$700.40	3,620	3,620	\$751.48	40		40	\$391.72	\$1,843.60	0.32%
104	5526-021-003	WYNDERMAN MAX AND HENAT TRUST & W&S EBEL TRS	5,184	5,184	\$825.19	5,170	5,170	\$1,073.25	47		47	\$460.28	\$2,358.72	0.41%
105	5526-021-025	A AND H MELROSE PROPERTY LP AND HARKMAN FAMILY ENTERP	4,269	4,269	\$679.54	3,520	3,520	\$730.72	40		40	\$391.72	\$1,801.99	0.31%
106	5526-021-026	UNGER MARJORIE A ET AL TRUST MARJORIE A UNGER TRUST	11,021	11,021	\$1,754.33	7,865	7,865	\$1,632.71	100	110	210	\$2,056.55	\$5,443.59	0.95%
107	5527-007-001	DONIG HENRY TRUST HENRY DONIG TRUST	5,800	5,800	\$923.25	4,014	4,014	\$833.27	44	131	175	\$1,713.79	\$3,470.31	0.61%
108	5527-007-002	STERN JOSEPH M TRUST STERN FAMILY TRUST AND GAMMEL BLA	5,184	5,184	\$825.19	4,400	4,400	\$913.40	40		40	\$391.72	\$2,130.32	0.37%
109	5527-007-003	7661 MELROSE ASSOCIATES LLC	5,140	5,140	\$818.19	7,316	7,316	\$1,518.74	40		40	\$391.72	\$2,728.65	0.48%
110	5527-007-021	CHICHA PHILIPPE AND CHICHA ROBERTS	5,140	5,140	\$818.19	2,850	2,850	\$591.64	40		40	\$391.72	\$1,801.55	0.31%
111	5527-007-024	7673 MELROSE AVENUE LLC	11,220	11,220	\$1,786.01	286	286	\$59.37	86	119	205	\$2,007.58	\$3,852.97	0.67%
112	5527-008-012	WINDSOR ASSOCIATES LIMITED	4,966	4,966	\$790.49	6,400	6,400	\$1,328.59	40		40	\$391.72	\$2,510.80	0.44%
113	5527-008-025	CORTEZ CARMEN V TRUST CORTEZ FAMILY TRUST	6,040	6,040	\$961.45	2,622	2,622	\$544.31	46	122	168	\$1,645.24	\$3,151.00	0.55%
114	5527-008-026	999 CANON LLC	5,937	5,937	\$945.06	6,954	6,954	\$1,443.59	130		174	\$1,704.00	\$4,092.65	0.71%
115	5527-008-027	KRAMER MARSHALL E AND HANNAH TRUST & EISENSTEIN E TR	10,097	10,097	\$1,607.25	8,937	7,067	\$1,467.05	0	79	79	\$773.65	\$3,847.95	0.67%
116	5527-008-028	GOLDMAN NORMAN TRUST ET AL GOLDMAN FAMILY TRUST	4,792	4,792	\$776.64	1,610	1,610	\$334.22	40		40	\$391.72	\$1,502.59	0.26%
117	5527-009-012	FADLON ISACK	4,792	4,792	\$762.80	0	0	\$0.00	40		40	\$391.72	\$1,154.52	0.20%
118	5527-009-013	FADLON ISACK	4,835	4,835	\$769.64	7,890	7,890	\$1,637.90	40		40	\$391.72	\$2,799.26	0.49%
119	5527-009-023	HARRIS JOSEPH P TRUST JOSEPH P HARRIS TRUST	3,572	3,572	\$568.59	2,152	2,152	\$446.74	30	119	149	\$1,459.17	\$2,474.50	0.43%
120	5527-009-024	ROSSETTO INVESTMENTS LLC	7,144	7,144	\$1,137.39	4,176	4,176	\$866.90	60		60	\$897.59	\$2,591.68	0.45%
121	5527-009-025	HOLLYWOOD INVESTMENT PROPERTIES INC	8,189	8,189	\$1,303.53	8,358	6,610	\$1,372.18	0	91	91	\$891.17	\$3,566.89	0.62%
122	5527-009-026	FADLON ASHER AND CARMELA	2,701	2,701	\$429.95	4,740	4,740	\$983.98	91	31	122	\$1,194.76	\$2,608.69	0.46%
123	5527-010-009	ORANGE GROVE MELROSE PROPERTY LLC	10,367	10,367	\$1,650.23	7,852	7,852	\$1,630.01	90	115	205	\$2,007.58	\$5,287.82	0.92%
124	5527-010-010	SIMANAN DAVID COMPANY TRUST BBI TRUST	4,661	4,661	\$741.94	5,506	5,506	\$1,143.00	40		40	\$391.72	\$2,276.67	0.40%
125	5527-010-011	BLUM JEAN J TRUST JEAN J BLUM TRUST	4,661	4,661	\$741.94	4,240	4,240	\$880.19	40		40	\$391.72	\$2,013.85	0.35%
126	5527-010-012	CHASE SANDERS AND MARV E	4,661	4,661	\$741.94	3,338	3,338	\$692.94	40		40	\$391.72	\$1,826.61	0.32%
127	5527-010-013	GOLBARI LLC	5,881	5,881	\$936.14	8,160	8,160	\$1,693.95	50	118	168	\$1,645.24	\$4,275.33	0.75%
128	5527-011-005	MELFA HOLDINGS LLC	3,645	3,645	\$580.21	3,600	3,600	\$747.33	31	105	136	\$1,331.86	\$2,659.41	0.46%
129	5527-011-008	TROGER VIRGINIA R TRUST ET AL	8,102	8,102	\$1,289.68	1,000	1,000	\$207.59	68	102	170	\$1,664.83	\$3,162.10	0.55%
130	5527-011-020	A B AND B MELROSE LLC	8,610	8,610	\$1,370.55	1,000	1,000	\$207.59	80		80	\$783.45	\$2,361.59	0.41%



MELROSE PBID AREA PROPERTY INFORMATION AND ASSESSMENTS FOR 2019

#	APN	PROPERTY OWNER
131	5527-022-001	KLEINBERG TRUST
132	5527-022-002	K G MELROSE PROPERTIES LLC
133	5527-022-025	K G MELROSE PROPERTIES LLC
134	5527-022-026	K G MELROSE PROPERTIES LLC
135	5527-022-027	GT1 ROBERTSON PROPERTIES LLC
136	5527-023-003	MAIMES JACK M TRUST MAIMES FAMILY TRUST AND MAMES FOR
137	5527-023-025	D A D E S INC
138	5527-023-026	YOUNG ISRAEL OF LA
139	5527-023-029	7650 MELROSE LLC

Zone 2 Sub Totals		
Zone 2 Public Schools		
140	5525-010-900	L A UNIFIED SCHOOL DISTRICT - MELROSE ELEMENTARY
141	5527-021-900	L A UNIFIED SCHOOL DISTRICT - FAIRFAX HS
Zone 2 Sub Totals		

Zone 3 E/O La Brea to Highland		
142	5524-013-022	6721 MELROSE PROPERTY LLC
143	5524-013-023	GAZIN CLARENCE COMPANY TRUST GAZIN TRUST
144	5524-013-024	GAZIN CLARENCE COMPANY TRUST GAZIN TRUST
145	5524-013-031	OPENSIAW DOROTHY A EXEC OPENSHAW RULON W DECEASED B
146	5524-014-021	KORY ROBERT B TRUST LORCO TRUST
147	5524-014-022	KORN JULIUS AND ILENE J TRUST
148	5524-014-023	KORN RENTALS WEST LLC
149	5524-014-027	SARKISSIAN SARKIS M AND MARY TRUST SARKISSIAN TRUST
150	5524-015-001	COREBANIEN PETER P CO TR & NEIMAN FAMILY TRUST
151	5524-015-002	NEIMAN NORMAL L TR ET AL & NEIMAN FAMILY TRUST
152	5524-015-003	SOLANA INDUSTRIES LLC
153	5524-016-001	STUDIO UTILITY EMPLOYEES LOCAL 724
154	5524-016-002	REDDING NED R COMPANY TRUST FIRESTONE PARK TRUST
155	5524-016-020	HOPE LUTHERAN CHURCH INC
156	5524-017-001	MELHAM LLC
157	5524-017-002	6614 MELROSE PARTNERS LLC
158	5524-017-019	6620 MELROSE LLC
159	5524-017-020	BOYD MELROSE LLC
160	5525-007-003	MELROSE EQUITIES LLC
161	5525-007-004	MELROSE EQUITIES LLC
162	5525-007-005	MELROSE EQUITIES LLC
163	5525-007-006	MELROSE EQUITIES LLC
164	5525-007-007	6911 MELROSE AVENUE LLC
165	5525-007-008	AMERICAN COMMERCIAL PROPERTIES III LLC
166	5525-007-009	ROSENTHAL CLARA
167	5525-008-004	HANS FAMILY MELROSE PROPERTIES LLC
168	5525-008-005	ALAMITOS DEVELOPMENT LLC
169	5525-008-006	7011 MELROSE ASSOCIATES LLC
170	5525-008-007	7011 MELROSE ASSOCIATES LLC
171	5525-008-008	BROWN MICHAEL H
172	5525-008-009	FINDLEY DAVID TRUST MELROSE TRUST
173	5525-008-032	ALAMITOS DEVELOPMENT LLC
174	5525-017-011	MELROSE CROSSING LLC
175	5525-017-019	MELROSE CROSSING LLC
176	5525-018-001	MORRIS ANDREW
177	5525-018-002	6910-6912 MELROSE AND LA BREA LLC
178	5525-018-003	MARCUS KENNETH C
179	5525-018-004	AGENT 99 LLC
180	5525-018-026	VISTA DEL MAR CHILD AND FAMILY SERVICES
Zone 3 Sub Totals		

Melrose PBID Grand Totals		
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IMP'T AREA SF	IMP AREA BENEFIT UNITS	IMP AREA ASSESSMENT
6,256	6,256	\$1,298.69
1,710	1,710	\$354.98
1,600	1,600	\$332.15
2,550	2,550	\$529.36
1,600	1,600	\$1,278.76
3,560	3,560	\$739.03
2,400	2,400	\$488.22
3,611	2,791	\$579.39
13,590	13,590	\$2,821.17

Zone 1 Sub Totals		
Zone 2 Public Schools		
25,209	25,209	\$1,471.89
230,513	230,513	\$13,459.11
255,722	255,722	\$14,931.00

3,046	3,046	\$728.44
3,194	3,194	\$763.83
1,820	1,820	\$435.24
2,880	2,880	\$688.74
3,400	3,400	\$813.09
3,400	3,400	\$606.07
2,800	2,800	\$669.61
2,560	2,560	\$612.21
6,000	6,000	\$1,434.87
3,116	3,116	\$705.18
6,980	6,980	\$1,669.23
8,240	8,240	\$1,970.56
3,373	3,373	\$806.64
6,560	6,560	\$1,568.79
14,751	11,194	\$2,676.99
13,981	13,981	\$3,343.49
4,120	4,120	\$985.28
3,180	3,180	\$760.48
3,517	3,517	\$841.07
1,965	1,965	\$469.92
868	868	\$207.58
800	800	\$191.32
2,214	2,214	\$529.47
3,600	3,600	\$860.92
2,764	2,764	\$661.00
2,490	2,490	\$595.47
4,778	4,778	\$1,142.64
2,400	2,400	\$573.95
4,736	4,736	\$1,132.59
1,800	1,800	\$430.46
3,200	3,200	\$765.26
2,349	2,349	\$561.75
1,810	1,810	\$432.85
23,039	23,039	\$5,509.66
200	200	\$47.85
16,160	16,160	\$1,473.13
5,784	5,784	\$1,383.22
5,114	5,114	\$1,222.99
6,080	6,080	\$1,454.00
6,773	5,136	\$1,228.25

182,442	177,248	\$42,388.00
1,086,255	1,076,623	\$190,935.98

MELROSE FRT FT	OTHER STREET FRT FT	FRT FT BENEFIT UNITS	FRT FT ASSESSMENT
89	110	199	\$1,948.83
20		30	\$195.86
30		30	\$293.79
30		30	\$293.79
89	110	199	\$1,948.83
40		40	\$391.72
40		40	\$391.72
87	110	197	\$1,929.24
83	103	186	\$1,821.52

68.3836%			
264	240	504	\$2,905.49
816	1270	2,086	\$12,025.51
1,080	1,510	2,590	\$14,931.00

80	89	169	\$1,719.95
40		40	\$407.09
40		40	\$407.09
76	81	157	\$1,597.82
40	89	131	\$1,312.86
40		40	\$407.09
20		20	\$203.54
129	81	210	\$2,137.21
80	110	190	\$1,933.67
80		80	\$814.18
80	110	190	\$1,933.67
80	110	190	\$1,933.67
111	103	214	\$2,177.92
128	110	238	\$2,422.17
40		40	\$407.09
53		53	\$539.39
35	110	145	\$1,475.69
89	90	179	\$1,821.72
20		20	\$203.54
20		20	\$203.54
60		60	\$610.63
40		40	\$407.09
49	89	138	\$1,404.45
60		60	\$610.63
40		40	\$407.09
40		40	\$407.09
20		20	\$203.54
40		40	\$407.09
43	90	133	\$1,353.57
56	82	138	\$1,404.45
153	110	263	\$2,676.60
153	110	263	\$2,676.60
89	110	199	\$2,025.26
40	0	40	\$407.09
40	0	40	\$407.09
40	0	40	\$407.09
84	103	187	\$1,903.13

21,7704%	21,777	41,65	\$2,388.00
10,969	9,430	20,399	\$190,935.98

100.00%

TOTAL ASSESSMENT 2019	% of Total
\$4,807.65	0.84%
\$904.54	0.16%
\$1,152.99	0.20%
\$1,350.20	0.24%
\$4,787.72	0.84%
\$1,831.15	0.32%
\$1,590.34	0.28%
\$4,034.06	0.70%
\$6,154.91	1.07%
\$400,850.96	69.98%

\$6,282.66	1.10%
\$38,510.33	6.72%
\$44,793.00	7.82%

\$3,691.70	0.64%
\$1,792.49	0.31%
\$1,463.90	0.26%
\$3,484.60	0.61%
\$2,732.02	0.48%
\$1,706.02	0.30%
\$1,130.42	0.20%
\$5,543.57	0.97%
\$4,229.07	0.74%
\$4,033.64	0.70%
\$5,454.45	0.95%
\$2,791.08	0.48%
\$7,002.23	1.22%
\$8,197.51	1.43%
\$2,167.57	0.38%
\$2,328.25	0.41%
\$2,992.07	0.52%
\$3,688.41	0.64%
\$725.78	0.13%
\$709.52	0.12%
\$1,047.67	0.18%
\$2,423.94	0.42%
\$1,704.99	0.30%
\$2,752.05	0.48%
\$2,714.52	0.47%
\$1,625.69	0.28%
\$2,184.33	0.38%
\$956.42	0.17%
\$1,817.00	0.32%
\$2,598.38	0.45%
\$2,779.00	0.49%
\$1,148.60	0.19%
\$5,686.77	0.99%
\$5,202.08	0.91%
\$2,565.51	0.45%
\$2,405.28	0.42%
\$2,636.29	0.46%
\$4,801.60	0.84%

\$572,807.94	100%
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